

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
6 April 2006 (06.04.2006)

PCT

(10) International Publication Number  
**WO 2006/035248 A1**

(51) International Patent Classification:  
G09G 3/32 (2006.01)

(21) International Application Number:  
PCT/GB2005/050169

(22) International Filing Date:  
29 September 2005 (29.09.2005)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
0421712.1 30 September 2004 (30.09.2004) GB

(71) Applicant (for all designated States except US): CAM-  
BRIDGE DISPLAY TECHNOLOGY LIMITED  
[GB/GB]; Building 2020, Cambourne Business Park  
Cambourne, Cambridge Cambridgeshire CB3 6DW (GB).

(72) Inventors; and

(75) Inventors/Applicants (for US only): SMITH, Euan,  
Christopher [GB/GB]; c/o Cambridge Display Technol-  
ogy Limited, Building 2020 Cambourne Business Park

Cambourne, Cambridge Cambridgeshire CB3 6DW (GB).  
LAWRENCE, Nicholas [GB/GB]; c/o Light Blue Optics,  
St. John's Innovation Centre Cowley Road, Cambridge  
Cambridgeshire CB4 0WS (GB).

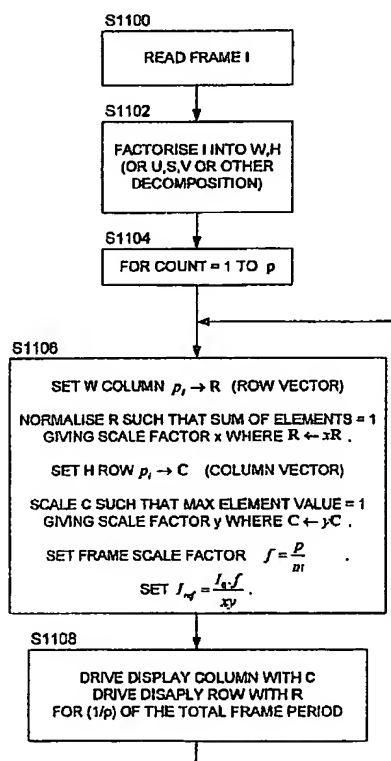
(74) Agent: MARKS & CLERK; 66-68 Hills Road, Cam-  
bridge Cambridgeshire CB2 1LA (GB).

(81) Designated States (unless otherwise indicated, for every  
kind of national protection available): AE, AG, AL, AM,  
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,  
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,  
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,  
KG, KM, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, LY,  
MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO,  
NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK,  
SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ,  
VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every  
kind of regional protection available): ARIPO (BW, GH,  
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,  
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),

[Continued on next page]

(54) Title: MULTI-LINE ADDRESSING METHODS AND APPARATUS



(57) Abstract: This invention relates to methods and apparatus for driv-  
ing electro-optic, in particular organic light emitting diodes (OLED) dis-  
plays using multi-line addressing (MLA) techniques. Embodiments of  
the invention are particularly suitable for use with so-called passive ma-  
trix OLED displays. A method of driving an electro-optic display, the  
display having a plurality of pixels each addressable by a row electrode  
and a column electorde, the method comprising: receiving image data for  
display, said image data defining an image matrix; factorising said im-  
age matrix into a product of at least first and second factor matrices, said  
first factor matrix defining row drive signals for said display, said second  
factor matrix defining column drive signals for said display; and driving  
said display row and column electrodes using said row and column drive  
signals respectively defined by said first and second factor matrices.



European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**

— with international search report

— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

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